

DRESSED TO CURE.

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Couture
FOR A
CURE

VAN ANDEL INSTITUTE

OCTOBER 8, 2020

Signature events like this directly benefit the biomedical research and science education initiatives happening every day at Van Andel Institute. Your support enables VAI to build collaborative relationships with some of the world's foremost research organizations, establish clinical trials to evaluate promising new therapies and treatments, and make a lasting impact on the future of human health. The Institute is making a difference in areas such as cancer and Parkinson's research, metabolism and nutrition, and education.

EXPLORING THE ORIGINS OF PARKINSON'S DISEASE

VAI scientists continue to explore the origins of Parkinson's disease, how it progresses and how it might be slowed or stopped using new, targeted therapies. In 2018, VAI scientists discovered that the appendix serves as a major reservoir for alpha-synuclein proteins, which are closely linked with Parkinson's onset and progression. The findings point to the gut as a promising area for research into how Parkinson's devastating course begins and travels to the brain.

A NEW COMBINATION BLOOD TEST FOR PANCREATIC CANCER

In 2019, VAI scientists announced the development of a new combination blood test for pancreatic cancer. Pancreatic cancer is notoriously difficult to diagnose; by the time it's found, the disease is typically quite advanced. The new test, when combined with an existing test, detects nearly 70% of pancreatic cancers with a less than 5% false-positive rate. The new approach may help doctors detect the disease in people at high risk before it reaches more advanced and difficult-to-treat stages. In late 2019, the test began undergoing additional validation in preparation for clinical evaluation.

HOW METABOLISM AND NUTRITION FUEL HEALTH AND DISEASE

Metabolism plays a central role in every aspect of human health. Since 2018, VAI's Metabolic and Nutritional Programming group has worked toward developing scientifically driven strategies for promoting health, and preventing and treating disorders such as cancer, Parkinson's and diabetes. The program connects metabolism, nutrition, epigenetics, immunology and dozens of other fields such as molecular biology, genetics, biochemistry, structural biology, imaging, diagnostic development and modeling.

HELPING TEACHERS TRAIN TOMORROW'S SCIENTISTS

Van Andel Institute for Education helps students and educators create classrooms where curiosity, creativity and critical thinking thrive. In 2019, the Institute launched Blue Apple™, project-based learning units that empower students to develop a broad skill set by examining and solving real-world problems. Each Blue Apple unit contains the materials needed for teachers to bring project-based learning right to their classroom. Through initiatives like Blue Apple, VAI continues to be a leader in promoting cutting-edge science education trends and best practices. Learn more at vaei.org and blueappleteacher.org.



2020 SPONSORSHIP OPPORTUNITIES

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Multiple sponsorships available at all levels.



VIP PARTY SPONSOR \$15,000

- 20 tickets to the event, including VIP seating in the first and second rows
- VIP reception and meet and greet with designer Byron Lars
- Opportunity to give remarks during the VIP Party
- Company name and logo prominently displayed throughout the event
- Company name and logo used on all event print materials
- Opportunity to display company information, banner or both at event
- Opportunity to include company item in 450 guest gift bags
- Company name and logo featured on VAI's website
- Company name listed in VAI's annual report
- Company name included in VAI's Highlights of Hope newsletter

AFTER PARTY SPONSOR \$10,000

- 16 tickets to the event, including VIP seating in the first and second rows
- VIP reception and meet and greet with designer Byron Lars
- Company name and logo prominently displayed throughout the event
- Company name and logo used on all event print materials
- Opportunity to display company information, banner or both at event
- Opportunity to include company item in 450 guest gift bags
- Company name and logo featured on VAI's website
- Company name listed in VAI's annual report
- Company name included in VAI's Highlights of Hope newsletter

VINTAGE SPONSOR \$5,000

- 12 tickets to the event, including VIP seating in the first and second rows
- VIP reception and meet and greet with designer Byron Lars
- Company name and logo prominently displayed throughout the event
- Company name and logo used on all event print materials
- Opportunity to display company information, banner or both at event
- Opportunity to include company item in 450 guest gift bags
- Company name and logo featured on VAI's website
- Company name listed in VAI's annual report
- Company name included in VAI's Highlights of Hope newsletter

RUNWAY SPONSOR \$3,000

- Eight tickets to the event, including VIP seating in the first and second rows
- VIP reception and meet and greet with designer Byron Lars
- Company name and logo prominently displayed throughout the event
- Company name and logo used on all event print materials
- Company name and logo featured on VAI's website
- Company name listed in VAI's annual report
- Company name included in VAI's Highlights of Hope newsletter

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2020 SPONSORSHIP COMMITMENT

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WE WOULD LIKE TO SPONSOR AT THE FOLLOWING LEVEL

- _____ VIP PARTY SPONSOR \$15,000
_____ AFTER PARTY SPONSOR \$10,000
_____ VINTAGE SPONSOR \$5,000
_____ RUNWAY SPONSOR \$3,000

Company Name _____
(as you would like it to appear in printed materials)

Contact Person _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ Email _____

- Our check is enclosed and made payable to Van Andel Institute.
 Please invoice us at the above address.

Signature _____ Date _____

PLEASE RETURN YOUR GIFT AND COMPLETED FORM TO

Van Andel Institute

c/o Couture for a Cure
333 Bostwick Ave. NE
Grand Rapids, MI 49503

Or fax your response to:
616.234.5713

Email your high quality resolution logo to Sarah Rollman at Sarah.Rollman@vai.org. (Please provide .eps and .jpg file formats in color and B/W if possible.)

For more information, please contact Sarah Rollman at 616.234.5712



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